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<p>(21) International Application Number: PCT/US99/16999 (22) International Filing Date: 27 July 1999 (27.07.99) (30) Priority Data: 60/095,146 3 August 1998 (03.08.98) US (71) Applicant: DOUBLECLICK INC. [US/US]; 32nd floor, 41 Madison Avenue, New York, NY 10010 (US). (72) Inventors: MERRIMAN, Dwight, A.; Apartment 2, 133 East 39th Street, New York, NY 10016 (US). O'CONNOR, Kevin, J.; 115 Central Park West #7B, New York, NY 10023 (US). (74) Agent: JACOBSON, Allan, J.; Intellectual Property Law, 13310 Summit Square Center, Route 413 & Doublewoods Road, Langhorne, PA 19047 (US).</p>		<p>(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published With international search report. (88) Date of publication of the international search report: 11 May 2000 (11.05.00)</p>

A computer system for automatic replacement of advertisements includes an advertising server for selecting an advertisement based on criteria related to the individual viewer. In particular, advertisements are selected for a given user, based on the past behavior of that specific given user. Advertiser web sites on the network are configured to anonymously report back user activity such as visit dates, purchases, specific product pages visited and the like. Alternative reporting embodiments include email, file transfer protocol and spotlight tags. User activity lists are processed to select candidates for re-targeting. Candidates for re-targeted advertisements are identified based on their own individual past activity, and stored in a list of candidate user ID's. When a candidate on the re-targeted list is identified at any network affiliate web site, a re-targeted advertisement is delivered to the candidate user.

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INTERNATIONAL SEARCH REPORT

International Application No
PCT/US 99/16999

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 H04L29/06 G06F17/30 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 97 41673 A (FREEDOM OF INFORMATION INC) 6 November 1997 (1997-11-06)	1-3, 7-9, 19-25, 29-31, 41-44
Y	abstract page 6, line 1 -page 10, line 3 page 3, line 1 -page 5, line 19 page 12, line 9 -page 14, line 10 page 32, line 26 -page 33, line 30 figures 1,2	5, 27
Y	WO 97 21183 A (BELL COMMUNICATIONS RES) 12 June 1997 (1997-06-12) abstract page 8, line 7 - line 23	5, 27

☐ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 99/16999

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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